

Order Item Summary

CBS TELEVISION STATIONS



WFOR-TV

Order ID: 54690	CF LOC-POL	FBD - LBD: 08/23/12 - 08/29/12	HL#:	Created: 08/20/12 04:49 PM
Client: CROSSROADS GPS (303502)	CPE: CRSRDS / GPS / 1952	Agency Commission: 15 %	Updated: GUTIERA on 08/20/12 05:20 PM	
Agency: MENTZER MEDIA SERVICES (24184)	Product: EST.1952 (1300)	Self :20:00	Confirmed: 08/20/12 05:20 PM	
Buyer:	Demo: HHOLDS DMA RTG	Sched Code: Z	**PRINT REQUIRED**	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

SENATORIAL ELECTIONS

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MLOCAL3	0 0 0 2 2 0 0	NEWS	30				0.0	\$600.00	4	\$2,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
002	MEARLY	0 0 0 2 2 0 0	MORN	30				0.0	\$600.00	4	\$2,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
003	ENEWS5P	0 0 0 2 2 0 0	NEWS	30				0.0	\$1,500.00	4	\$6,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
004	18:00 - 18:30	0 0 0 1 1 0 0	NEWS	30				0.0	\$1,500.00	2	\$3,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
005	A7PMET	0 0 0 2 2 0 0	ACC	30				0.0	\$1,500.00	4	\$6,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
006	AINSIDER	0 0 0 2 2 0 0	ACC	30				0.0	\$1,500.00	4	\$6,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	LLETTER	0 0 0 2 2 0 0	LETT	30				0.0	\$600.00	4	\$2,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/24/12	4										

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Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	NLATE1	0 0 0 2 0 0 2	NEWS	30				0.0	\$2,500.00	4	\$10,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/26/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	PPERSONTHU3	0 0 0 2 0 0 0	REGP	30				0.0	\$6,000.00	2	\$12,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/23/12	08/23/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	SDOLPHPRE	* * * * F * *	HOME	30			NFL	0.0	\$10,000.00	2	\$20,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/24/12	08/24/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	WCBSSUN	* * * * * S	MORN	30				0.0	\$1,600.00	1	\$1,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	WFACE	0 0 0 0 0 0 1	MORN	30				0.0	\$1,300.00	1	\$1,300.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	PSIXTY	0 0 0 0 0 0 2	REGP	30				0.0	\$8,000.00	2	\$16,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	PWIFESUN2	0 0 0 0 0 0 1	REGP	30				0.0	\$5,000.00	1	\$5,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	1										

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 Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	PMENTALS N3	0 0 0 0 0 0 1	REGP	30				0.0	\$5,000.00	1	\$5,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	LWRAP	0 0 0 0 0 0 1	LOCS	30			NFL	0.0	\$500.00	1	\$500.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 20</u>										
	08/26/12	08/26/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	MLOCAL3	2 2 2 0 0 0 0	NEWS	30				0.0	\$600.00	6	\$3,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	MEARLY	2 2 2 0 0 0 0	MORN	30				0.0	\$600.00	6	\$3,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
019	ENEWS5P	2 2 2 0 0 0 0	NEWS	30				0.0	\$1,500.00	6	\$9,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	18:00 - 18:30	1 1 1 0 0 0 0	NEWS	30				0.0	\$1,500.00	3	\$4,500.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	A7PMET	2 2 2 0 0 0 0	ACC	30				0.0	\$1,500.00	6	\$9,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

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Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
022	AINSIDER	2 2 2 0 0 0 0	ACC	30				0.0	\$1,500.00	6	\$9,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
023	LLETTER	2 2 2 0 0 0 0	LETT	30				0.0	\$600.00	6	\$3,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
024	NLATE1	2 2 2 0 0 0 0	NEWS	30				0.0	\$2,500.00	6	\$15,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
025	PNAVY	0 1 0 0 0 0 0	REGP	30				0.0	\$8,000.00	1	\$8,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
026	PNCISLA	0 2 0 0 0 0 0	REGP	30				0.0	\$7,500.00	2	\$15,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
027	PMENTALTU3	0 2 0 0 0 0 0	CARD	30				0.0	\$5,500.00	2	\$11,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
028	PCRIMINAL	0 0 2 0 0 0 0	REGP	30				0.0	\$6,000.00	2	\$12,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
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Item	Time Class	Eligible Days	Break Type	Dur	SC	Sell Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
029	PCSIWE3	0 0 2 0 0 0 0	REGP	30				0.0	\$5,000.00	2	\$10,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Aug 27</u>										
	08/27/12	08/29/12	2										

Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	95	0	\$212,900.00	\$180,965.00	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$212,900.00	\$180,965.00	\$0.00	\$0.00